DIAMOND VISION

Diamond Vision, Inc.

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November 17, 1982

Mr. Vincent J. Weiner
Director Special Promotions
Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017

Dear Mr. Weiner:

With reference to our previous letter of October 26, 1982, we have made a revised Investment Cost Calculator chart as attached, which is based on:

1. Total purchase price comes $5.2 million ($4 million for the total system and $1.2 million for buy back of the existing Conrac scoreboard system), which might be reduced in a future discussion with the Yankees.

2. You can enjoy the Investment Tax Credit of 10% for $4 million for the total system by owning the system.

3. Since there are existing advertisers at the stadium, we will take over their existing advertising agreements from Conrac and we shall transfer these advertising revenues to you. These amounts are shown on the table as "Ad guarantee", which are increased by $80,000/year from our previous figures.

4. Last of all, you will take #8, the total annual cost, as $1.201 million in total for the ten years.

We hope the new formula we are presenting will work out for our mutual benefit.

Sincerely,

Hisao Takeda
Marketing Manager

HT:ga
Enc.
cc: DVI - LAX

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Source: https://www.industrydocuments.ucsf.edu/docs/jfnn0004